

**TOWN OF WESTON  
MARKETING & COMMUNICATIONS ADVISORY COMMITTEE  
MEETING**

Wednesday, January 15, 2020  
7:30 p.m.  
Town Hall Meeting Room

AGENDA

1. Call to order
2. Approval of minutes from December 4, 2019 meeting.
3. Introduction of new members of the Committee--Ilene Richardson, Leslie Riback.
4. Committee goals: Discussion of BOS charge for the Committee with new members. Goals: Continuing outreach/completion of real estate presentation; promotion of community events; content creation for the relaunched website.
5. Update on town website relaunch, content creation goals.
6. Real Estate Marketing Presentation: Digital version template discussion, video component, etc.
7. Status update: Town signage, branding
8. Old Business
9. New Business

Cc: MCAC Members  
Christopher Spaulding, First Selectman  
Jonathan Luiz, Town Administrator